

M&G

M A B A D I G R O U P

The Right Broker Makes All the Difference



Proudly Representing Sellers in Evanston and the North Shore

We Deliver Exceptional Results

Since our start in 2010, The Mabadi Group has experienced strong and consistent business growth—making us the highest performing real estate broker and team in Evanston. Compared to the average sale in Evanston, we deliver significantly shorter average market times and higher sale/list price ratios.

| Past Calendar Year | The Mabadi Group | Evanston | Difference |
|--------------------------------------|------------------|-----------|------------|
| Average Market Time | 60 | 76 | -21.1% |
| Average Sold Price | \$1,103,100 | \$592,852 | +86.1% |
| % Sale Price to Original List Price* | 96% | 95% | +1.1% |

*Detached, single family, \$500,000 or more.

The Mabadi Group gets higher prices for our clients because we consistently:

- Thoroughly research the market and correctly price property listings from the beginning
- Spend ample time preparing property listings to go on the market
- Hire the highest quality professionals to capture the unique beauty of each property
- Aggressively market property listings before they are posted on the Internet
- Utilize innovative marketing and social media techniques to reach the right buyers
- Closely manage the selling process to ensure a timely sale
- Aggressively negotiate on our client's behalf



Experience Best-in-Class Marketing

The Mabadi Group brings a set of unique qualifications to our clients that helps us consistently deliver exceptional results. Our unsurpassed expertise, resources and service drives more buyers to our client's homes.

Our Approach to Marketing Homes

The Mabadi Group works hard to understand our client's needs and goals before we begin marketing a home. We uncover and leverage the unique, compelling characteristics of our client's property and then follow a three-pronged, market-tested approach, which we customize for each client:

- 1. Prepare the home for the market** by carefully considering how to highlight the home's most compelling attributes. We use professional stagers and our own expertise in the marketplace to provide recommendations on how to maximize the sale price. We professionally photograph the home to highlight its interior and exterior beauty. Please view photographs of our listings on our website **TheMabadiGroup.com** to see the results of our attention to staging and quality photography.
- 2. Pre-market the home** by reaching out to our network of personal contacts with qualified buyers, the agents who represent them both in Chicago and throughout the North Shore, and private listing networks. Our goal is to generate as much interest in the home as possible before we go on the market in order to find our clients the strongest buyer and generate the best possible price.
- 3. Widely market the home** through featured listings on top rated websites, online advertising, social media, and print advertising. Our marketing assistant is an expert using Instagram, Facebook and Twitter to uncover buyers who might not be using traditional marketing tools such as real estate websites.

“Jennifer represented us in both selling our condo in Evanston and purchasing our house in Lake Forest. Throughout the whole process, Jen was knowledgeable, responsive, and proactive.”

– *Kate A.*



From Staged to Sold—A Marketing Timeline

The Mabadi Group carefully plans the marketing strategy for each home we sell. The chart below identifies the key steps at each stage of the selling process.



Our Promise to You

As your agent, we are committed to providing you with the highest quality service and to always place your interests above all others. We have a fiduciary responsibility to you at all times and will provide you with the following guidance and expertise.

When Selling Your Home

- Market-tested strategy for reaching buyers and agents
- Competitive market analysis and pricing recommendations
- Staging and repair recommendations
- Timely action on all communications
- Expert negotiation on price and terms
- Referral of attorneys and any other resources needed

When Buying Your Home

- Extensive knowledge of market area and recent sales
- Access to properties before they go on the market
- Daily property search, scheduling and attending property viewings
- Skillful and timely negotiations on your behalf
- Referral of lenders, inspectors, attorneys, and any other resources needed

“I have worked with Darush on many occasions over the past several years, and he has delivered great success for me each time. I deeply value his knowledge, wisdom, and talent, and working with him is a pleasure. I would not want to work with anyone else.”

– *Jim I.*



Our Transactions

The Mabadi Group has recently sold the following properties.

“Véronique is much more than a real estate agent. If you are planning a move, she is the person you absolutely need to contact! She’s flexible, efficient and very generous.”

– Anne-Charlotte D.

Condominiums

| | | |
|------------------------|----------|-----------|
| 558 Michigan Ave. | Evanston | \$136,000 |
| 2221 Central St. #1E | Evanston | \$170,000 |
| 533 Ridge Rd. | Wilmette | \$295,000 |
| 736 Oak St. | Winnetka | \$435,000 |
| 523B Chicago Ave. | Evanston | \$515,000 |
| 1570 Elmwood Ave. #610 | Evanston | \$575,000 |
| 807 Davis St. #912 | Evanston | \$650,000 |
| 1316 Maple Ave. #B1 | Evanston | \$650,000 |
| 1740 Oak Ave. #703A | Evanston | \$815,000 |

Single Family Homes

| | | |
|----------------------|-------------|-----------|
| 3217 Grant St. | Evanston | \$332,500 |
| 6 Williamsburg Cir. | Evanston | \$405,000 |
| 911 Crain St. | Evanston | \$530,000 |
| 2618 Lincolnwood Dr. | Evanston | \$550,000 |
| 589 Sunset Rd. | Winnetka | \$555,000 |
| 1205 Linden Ave. | Wilmette | \$630,000 |
| 1508 Florence Ave. | Evanston | \$675,000 |
| 2205 McDaniel Ave. | Evanston | \$710,000 |
| 1101 Buena Rd. | Lake Forest | \$725,000 |
| 2730 Park Pl. | Evanston | \$735,000 |
| 1414 Maple Ave. | Evanston | \$815,000 |
| 418 Central Ave. | Wilmette | \$865,000 |
| 823 Monticello Pl. | Evanston | \$890,000 |
| 940 Wesley Ave. | Evanston | \$907,500 |
| 2645 Lawndale Ave. | Evanston | \$918,000 |
| 1426 Forest Ave. | Evanston | \$939,000 |

| | | |
|--------------------|------------|-------------|
| 831 Oakwood Ave. | Wilmette | \$1,080,000 |
| 2618 Sheridan Rd. | Evanston | \$1,220,000 |
| 903 Lake Ave. | Wilmette | \$1,235,000 |
| 630 Clinton Pl. | Evanston | \$1,295,000 |
| 221 Warwick Rd. | Kenilworth | \$1,410,000 |
| 1220 Ridge Ave. | Evanston | \$1,425,000 |
| 1111 Forest Ave. | Evanston | \$1,550,000 |
| 1022 Greenwood St. | Evanston | \$1,610,000 |
| 1630 Judson Ave. | Evanston | \$1,750,000 |
| 711 Roslyn Ter. | Evanston | \$2,010,000 |
| 920 Edgemere Ct. | Evanston | \$2,130,000 |
| 770 Heather Ln. | Winnetka | \$2,150,000 |
| 1218 Sheridan Rd. | Evanston | \$2,307,500 |
| 1048 Forest Ave. | Evanston | \$2,800,000 |
| 581 Ingleside Pk. | Evanston | \$4,070,000 |
| 1310 Sheridan Rd. | Wilmette | \$4,080,000 |



Connect with a Local Expert

Our team focuses our business on the communities in which we live. This gives us a personal connection to our clients in addition to up-to-date and comprehensive local market knowledge. The graphs below show recent market trends in Evanston and the North Shore.

Evanston has shown flattening growth over the past few years, but still remains one of the stronger markets in Chicagoland. It attracts buyers from communities like Northbrook, Glencoe and Lake Forest who want to relocate to Evanston to be closer to Chicago and it also attracts buyers from Chicago neighborhoods. The quality public schools in Evanston continue to receive top ratings, and the multiple public transportation options and proximity to Chicago are attractive to young families.

The North Shore market which includes Wilmette, Kenilworth, Winnetka and Glencoe, has seen steady growth but has slowed in the past year due to excessive inventory. Overall demand remains steady relative to other communities, driven primarily from young buyers desiring the New Trier school district as well as the lovely communities by the lake.

“Sally’s knowledge of the Evanston community and the housing market there is extensive. She does incredible research and is extremely well organized.”

– *Patty B.*

Figure 1. Months Supply of Homes for Sale

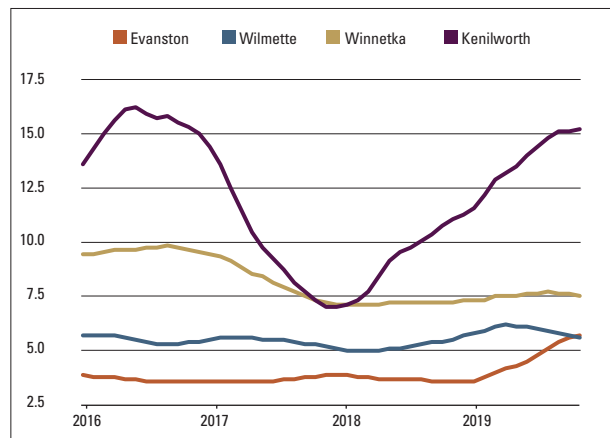
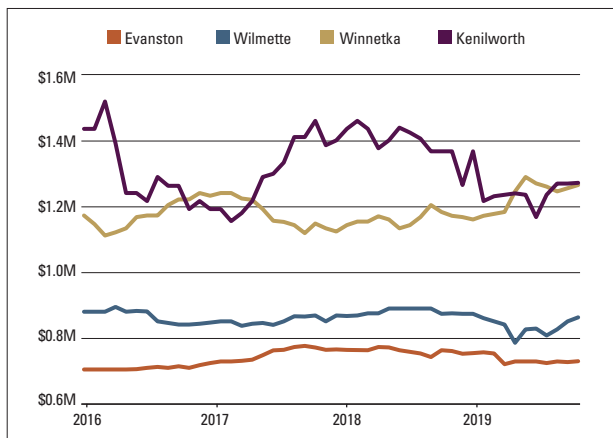


Figure 2. Median Sales Price



Detached single family, \$500,000 or more.



Why We Love Evanston

Each member of our team has adopted Evanston as our hometown and we all agree that we can't think of a better place to live, work and raise a family. Evanston residents have a passion for their community; we love to share our enthusiasm for the wonderful neighborhoods, schools, and amenities with potential buyers.

Easy Commute to Chicago—Chicago is a short commute via Metra, CTA or a 20-minute drive on Lake Shore Drive.

Lake Michigan—We live in a waterfront community with historic and recreational resources including Grosse Point Lighthouse, Gillson Park, and five beaches plus a dog beach.

Northwestern University—On fall weekends, thousands of Big 10 fans flock to football games at Ryan Field. There is a strong town-and-gown relationship including innovative cultural and academic programs open to the public.

World-Class Public Schools—Evanston Township High School is ranked among the top high schools in the country and reflects the ethnic, economic, racial, and cultural diversity of the community.

Year-Round Recreation—Perkins Woods, Cook County's smallest forest preserve, is a bird watching hot-spot. The Canal Shores Golf Course is an 18-hole, par 60 golf course. Over 300 acres of land are devoted to 76 parks and 50 playgrounds. Nearby Wilmette features one of the premier boat sailing beaches in the Midwest. Winter activities include skating, sledding, and cross-country skiing.

Accessible to Bicyclists and Pedestrians—Wide sidewalks, mature trees and picturesque storefronts welcome those on foot; dedicated bike lanes enhance travel for those on bicycles.

Historic Homes and Buildings—The Illinois Historic Structures Survey identified hundreds of historic buildings in Evanston designated as local or national landmarks, including cottages, mansions, schools, churches, the lighthouse, and even a gas station.

Our Citizens—Evanston residents are active and engaged in making their schools the best in the country, supporting all members of the community, and ensuring the city maintains its unique qualities.

Regional Food Destination—Evanston features world-class restaurants and offers a vast array of specialty food shops, bakeries and delis. The Evanston Farmer's Market is considered to be one of the finest in Chicagoland.

Cultural Offerings—Evanston offers a wide array of cultural activities that are accessible to all residents, including the Mary and Leigh Block Museum of Art, the Mitchell Museum of the American Indian, Evanston Symphony Orchestra, and cultural festivals throughout the year.



Our Team

Our team includes eight high-performing real estate brokers with a variety of skills and expertise to serve your needs while providing a consistent level of quality, professionalism, and deep ties to the communities we serve.



Sally Mabadi, MBA
Team Leader, Luxury Collection
Specialist, Broker

Sally Mabadi is consistently one of Evanston's top performing real estate brokers, and she dominates Evanston's luxury real estate market in both listings and sales. Her devoted clientele cite her commitment to excellence, extensive local and regional market knowledge, and unsurpassed customer service as qualities that set her apart from the competition. Her overriding goal is to guide her clients through the buying and selling process with a minimum of stress, while ensuring they receive the maximum return on their investment.

In selling homes, Sally's ability to listen to a buyer's needs and tailor her message accordingly contributes significantly to her success. Selling skills combined with a commitment to staging, high-end photography, cutting-edge marketing and a realistic pricing strategy result in an average market time to sell her listings consistently being 1/3-1/2 the number of days of an average home in her market area. Her sale price to list price ratios also consistently outperform her competitors.

Sally gained her formative business experience as a management consultant at Hewitt Associates. She has an MBA in Marketing and Finance from the University of Cincinnati and a BA in Economics and Mathematics from Macalester College.

Sally has lived in Evanston for over 20 years and has raised her family (including her two Newfoundland dogs) in the community. Both of her boys attend the Evanston public schools and she has been fully involved in the schools and the community for many years. She has served on several influential boards including the Woman's Club of Evanston and the Northwestern University Women's Board. She served as Board President at Unity Preschool and as President of the Orrington Elementary School PTA. She also volunteers for ESCCA (the Evanston School Children's Clothing Association), the Evanston High School Boosters, and the Evanston Youth Lacrosse Association.



Darush Mabadi
Commercial Real Estate
Specialist, Broker

Darush Mabadi brings to The Mabadi Group over 30 years of experience in real estate management, sales and financing. From 1991 until 2012, Darush was a founding partner and manager of two mortgage companies: Westwind Mortgage Bancorp where he developed a commercial lending division and Clybourn Financial Services which operated as a full service boutique brokerage focused on high-net-worth borrowers.

Darush continues to operate Clybourn Capital Group (CCG), formed in 2012. CCG provides debt solutions for mid-market commercial real estate. Darush is also selling and leasing commercial properties with an emphasis on buyer/investor representation while managing The Mabadi Group real estate practice. Darush is a graduate of Northern Illinois University having earned a BS in Marketing with a minor in Real Estate.



Jennifer Allen, JD
Real Estate Broker

After over a decade practicing law in real estate and real estate taxation, Jen's move into real estate sales was a natural transition and well suited to her extensive skills. Jen provides her clients with unparalleled representation in terms of knowledge and negotiation skills, with her clients benefiting from her ability to look at a sale from all angles. Jen understands the needs of each individual client and provides them with the information and guidance their unique situation requires. With all of the demands on her clients' time and attention, responsiveness has become one of the cornerstones of Jen's business philosophy.

Having lived in and near Evanston for over 20 years, Jen has a passion for sharing what she loves about the area with potential buyers. Jen was a founding Board Member of Grandmother Park Initiative, a not-for-profit that raised funds to buy land and build a park that was donated to the City of Evanston. She is a PTA Co-President at Washington Elementary and has been part of committees working on district-wide policy programs.

Jen obtained a bachelor's in Humanities/Pre-Law at Michigan State University and a Juris Doctorate at IIT/Chicago-Kent College of Law.



Mary Coasby, CPIS
Real Estate Broker

Mary Coasby's exceptional eye for real estate opportunities and potential is inherent in how she helps her clients find the best homes to suit their lives. Focusing on current needs, future growth and the best opportunity for a return on investment, Mary has successfully placed her clients into their perfect homes. Drawing from her years of experience in buying, gutting, renovating and selling her own homes and properties, she has guided her clients to not only find their perfect home, but to make a wise, data-driven investment.

Mary honed her analytical and communication skills through her 17 years working internationally as a Marketing Manager at Intel, and it's what drives her belief that buying or selling a home is more than a lifestyle decision, but also a business decision. She cares deeply that her clients balance good business choices with life and family choices. Her understanding of where the market is going, and her thorough approach to data-based analysis has consistently helped her clients properly price their properties to sell and to find sensible solutions for where to buy.

Transitioning from her international business career, Mary carefully researched the Chicagoland market and chose to raise her four children in Evanston. In her 12 years as an active Evanston community member, she began to build her vast knowledge and expertise in real estate. From her impressive successes in buying, renovating and selling her own homes and income properties, she quickly became a sought after, trusted and valued advisor. This led to her natural next step—to share her knowledge and passion as a licensed real estate broker.

Mary has a bachelor's degree from Arizona State, and earned her PMD at Harvard Business School. She is a Certified International Property Specialist and is ready to help her clients make the best lifestyle and business decisions in selling or buying a home.



Paul Frischer
Real Estate Broker

Paul Frischer grew up in Evanston and attended Orrington, King Lab, ETHS, and then earned his BA in Urban Geography and Psychology at the University of Wisconsin-Madison.

After college, Paul returned to Chicago to build his complex real estate and retail companies. These endeavors involved various residential, commercial, mixed use, and distressed properties on the North Shore, Rogers Park, Portage Park, Lincoln Square, Lakeview, Clark/Belmont, Lincoln Park, Pilson, Waukegan, the Chain O'Lakes, and even Milwaukee.

He simultaneously built a retail company with two dozen stores throughout Chicagoland and Milwaukee. As founding managing member and CEO, Paul employed over 100 employees, negotiated hundreds of deals, designed, built, rehabbed, and managed a wide variety of assets. His strengths are his tireless work ethic, eye for value, creative problem solving, patience, and the genuine relationships he builds and maintains for the long haul.

Paul and his wife, Susan, returned to Evanston to raise their four children. Perhaps you have met Paul at the Y, Home Depot, an Evanston school function or on a tennis court. You may also remember Paul and Susan's bookstore in downtown Evanston, Market Fresh Books, which operated for ten years selling used books by the pound.

Paul loves what he does, and his passion is contagious. He takes his fiduciary responsibility seriously and will always be thinking about negotiation strategies and how to edge for the advantage.



Katie Keating
Real Estate Broker

With real estate in her blood and a passion to serve today’s home buyers and sellers, Katie brings extensive knowledge and contagious enthusiasm to every transaction. Katie believes the first step in helping either a buyer or a seller find success is to understand their wants, needs, and goals. Listening, asking the right questions, and providing clear and honest answers to her clients’ questions are the keys to Katie’s success.

Katie holds a bachelor’s degree in Communications from the University of Dayton, and spent six years in the cable and digital advertising world. Throughout this industry she learned the creativity, innovation and advertising it takes to have a listing stand out in today’s competitive market.



Jennifer Lewis
Operations Manager

Jennifer brings a wide variety of real estate experience to The Mabadi Group after working for real estate and mortgage companies in Minneapolis and Ann Arbor, MI. Jennifer has over a decade of experience in real estate marketing management and she understands the details and nuances involved in selling homes on the North Shore. Over the course of her career, Jen has held a real estate license and appraiser license in Minnesota and a mortgage broker license in Illinois. Having worked in all three industries gives Jen a firm grasp of the entire real estate process.

Jen has been a North Shore resident for the past eight years and believes in being active in her community. She served on the Parents Board of Glenview Methodist Preschool and is currently an active member of the OLPH Women’s Club and Henking/Hoffman PTA.

Jen obtained a bachelor’s in Marketing from Bradley University.



Véronique MacDonald
Real Estate Broker

Born in France and proud of her Normandy roots, Véronique is an attorney educated both in France and in Chicago at Northwestern University. Married to a North Shore native, her family has lived in various neighborhoods in the city. They relocated to Evanston a few years ago for the quality of life it offered their two teenage daughters. Véronique is an active member within the French community and involved in the promotion of French culture and development of the Normandy region in the Chicago area.

Veronique has served as a Board member of the Groupe Professionnel Francophone (an Association of Francophile Professionals), a member of both the French-American Chamber of Commerce and the Association des Français et Francophones de Chicago, and is a longtime volunteer at the Lycée Français de Chicago. At the Lycée, she served on the School Advisory Council and chaired various Parents Association Committees. While volunteering at the school, she started to help foreign parents and staff members in their relocation process in Chicago and this is how she discovered her interest in real estate. What started as a service to her community has now become her full-time job.



Gary Wong, MBA
Real Estate Broker

Gary has a passion for helping his clients reach their personal and financial goals through real estate. He has learned from direct experience that real estate is the best vehicle for creating and maintaining wealth due to the myriad advantages of leverage, tax strategy and low volatility. With over 25 years of investing experience, Gary has built experience in single family homes, condominiums, multi-family buildings and international properties. In 2018, Gary completed \$3.81M in sales and purchases.

Gary hails from San Francisco and earned his bachelor’s in Engineering Physics from the University of California, Berkeley. After working for NASA and the Tribune Company, he earned an MBA with Honors and a concentration in Finance from the University of Chicago (pre-Booth era). Gary then joined Microsoft and over the course of 13 years served clients in France, Switzerland, Spain, Portugal, Mexico, Guatemala, El Salvador, Colombia, Puerto Rico, Dominican Republic, Brazil, Peru, Argentina and Chile. Gary is fluent in Spanish, struggles with Portuguese and is currently learning Russian.

Gary has lived in Chicago (Hyde Park) since 1994 and Evanston since 2008. His sons both attended Evanston public schools, with one completing the Arts program and then progressing to the Rhode Island School of Design.



MABADI GROUP



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**BERKSHIRE
HATHAWAY**
HomeServices

Chicago

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